



Diverse Voices 2021

Job Title:	Social Media Marketing Manager	Job Category:	Communications and Marketing
Department/Group:	Diverse Voices Family Violence Conference	Position Type:	Contract
Location:	Virtual	Travel Required:	No Travel Required
Compensation:	\$5,000	Duration of Contract:	July 1, 2021 to November, 2021
Contact:	jdean@citinc.ca	Date Posted:	June 15, 2021
Will Train Applicant(s):	Applicant is expected to have all skills and requirements to achieve the conferences expectations	Posting Expires:	June 22, 2021
Mission:	<p>Due to COVID-19, there has been an estimated 20-30% increase in gender-based violence and domestic violence rates. (https://www.cbc.ca/news/politics/domestic-violence-rates-rising-due-to-covid19-1.5545851) Climbing rates of domestic violence have been reported around the world. As people were forced to isolate, stressors rose, and traditional sources of support vanished, risk of violence rose.</p> <p>We are a group of committed community volunteers that host an annual conference, Diverse Voices. The goal of the steering committee is to put on a conference that brings together professionals in the field of family violence for two days of learning, where individuals come away with new knowledge and increased understanding that they can bring back to their organizations and the individuals they serve, therefore improving our community's capacity to work with individuals affected by family violence.</p> <p>Diverse Voices is the largest Domestic Violence conference in Western Canada. This year is our 21st year. Each year we bring together individuals who work in the field of family violence for two days of learning and experiences. Diverse Voices Family Violence Conference features local, National and International Speakers to present on current research, trends and their personal expertise in the field of family violence. This will be our second year running the conference remotely online.</p>		
Internal Context	<ul style="list-style-type: none"> • Our Steering Committee is made up of 17 volunteers from agencies and professions that serve individuals affected by family violence. • Our Steering Committee is requiring consistent support and structured management of our social media platforms. Our goal is to increase awareness of the conference, both to increase attendance at the conference and increase interest from speakers. • As the steering committee is a working committee made up of volunteers it is important that the successful candidate is a self-starter who is able to work independently and report back to the steering committee. 		

Applications Accepted By:			
EMAIL: jdean@citinc.ca Subject Line: Diverse Voices Social Media Management Opening			
Job Description			
ROLE AND RESPONSIBILITIES			
<ul style="list-style-type: none"> • Build a conference promotion strategy to expand the geographical and demographic reach of the conference, resulting in attendance of 300+ attendees. • Build a conference promotion strategy that includes scaffolded and ongoing social media promotion through various channels, traditional media relations (tv, print and radio), and includes stakeholder outreach, deliverables, and timelines for the same. • Build and deliver ongoing traditional media releases to promote the conference. • Deliver and facilitate the promotion strategy between July and November 2021 • On an ongoing basis, work with the website designer to review and update the conference website to make content more engaging and to promote traffic to the site. 			
QUALIFICATIONS AND EDUCATION REQUIREMENTS			
Experience with social marketing experience required. A post-secondary degree or in the process of finishing studies in communications would be considered an asset.			
PREFERRED SKILLS			
-Proficiency with all social media platforms -Innovative Marketing Experience -Proficient communication skills			
ADDITIONAL NOTES			
This position will require the successful achievement of the social media schedule and maintenance of social media engagement leading up to the 2021 Diverse Voices Conference.			
Reviewed By:	Jill Dean	Date:	June 15, 2021